

# THE BULLETIN



Monthly News from ENERGY STAR Buildings<sup>SM</sup> and Green Lights<sup>®</sup>

October 1, 1999

## Web Site Information

ENERGY STAR Buildings<sup>SM</sup>  
and Green Lights<sup>®</sup>  
[www.epa.gov/buildings](http://www.epa.gov/buildings)

ENERGY STAR<sup>®</sup> Label  
for Buildings  
[www.epa.gov/buildinglabel](http://www.epa.gov/buildinglabel)

Ally Services and Products  
(ASAP) Directory  
[www.epa.gov/asap](http://www.epa.gov/asap)

## Bulletin Subscription Information

*The Bulletin* is distributed on the first Monday of the month to more than 6,000 ENERGY STAR Buildings and Green Lights participants and friends.

To add or remove your name from the fax distribution list, please call the toll-free Hotline at: **1-888-STAR YES.**

To receive *The Bulletin* electronically, please send an e-mail to: "listserver@unixmail.rtpnc.epa.gov" and in the message body type in the following:

subscribe energystar your name

You also can remove your name by typing:

unsubscribe energystar

## October is Energy Awareness Month And EPA Can Help You Promote Your Accomplishments

Energy Awareness Month is a time of national reflection on the critical importance of energy efficiency. Your organization is among those leading the charge to increase energy efficiency in buildings, while saving money and preventing pollution – and we want to help you communicate your exceptional accomplishments both internally and externally during this special month.

Effective internal and external communication is integral to the success of any organization's environmental programs.

Internal communications can:

- generate employee enthusiasm for your organization's involvement
- stimulate thinking about other energy saving opportunities in your buildings

External communications can:

- improve your organization's environmental image
- increase your sales and market share
- educate customers and the public about the benefits of energy efficiency

### What EPA Can Do For You

The ENERGY STAR Buildings<sup>SM</sup> and Green Lights<sup>®</sup> Partnership has a variety of free tools that you can use to promote your organization's efforts. These include the following customizable communications pieces: press release; internal newsletter article; email announcement; Internet announcement; and a slide presentation.

Each of these tools can be easily downloaded from the ENERGY STAR Buildings and Green Lights Web site at: [www.epa.gov/buildings](http://www.epa.gov/buildings). Click on the first menu choice, "ENERGY STAR Buildings and Green Lights Partnership," then under "Partnership

Benefits," click on "Public Relations", then "Communications Tool Kit." Use these tools to take advantage of the unique opportunity Energy Awareness Month provides to share your organization's important story with your staff and the world!

## Gearing Up for Earth Day 2000

October may be Energy Awareness Month, but plans are already underway to celebrate the 30<sup>th</sup> anniversary of Earth Day (April 22, 2000). One group, Earth Day Network, plans to mobilize more than 500 million people around the world in a massive call to action. The goal of their April 2000 celebration is to connect public support for environmental protection with a concrete agenda for action, especially on energy and climate change issues.

More than 2,500 groups in 162 countries have already joined Earth Day Network's membership roster. These groups are planning events and campaigns for Earth Day 2000.

As participants in the voluntary ENERGY STAR Buildings and Green Lights Partnership, your lighting and building upgrades help save energy, money and a precious resource...the planet. Your energy efficiency demonstrates that a profitable approach to preventing air pollution is working.

If you are interested in initiating an event or campaign, alone or with other ENERGY STAR Buildings and Green Lights Partners in your area (or have additional ideas about how you'd like to participate in Earth Day 2000 festivities), please email [lewis.katef@epa.gov](mailto:lewis.katef@epa.gov).

For additional information about Earth Day, visit EPA's Web site at: [www.epa.gov/epapages/earthday](http://www.epa.gov/epapages/earthday).

For more information about the Earth Day Network, visit their Web site at: [www.earthday.net](http://www.earthday.net).

